

Appendix D. Focus Group Questions

Individuals can speak to us in confidence. Any quoting of outcomes will be done anonymously. Our main purpose is to allow individuals to speak freely about their concerns.

1. How do you or your clients usually travel? (Ask about each separately.)

- Drive
- Catch a ride
- Ride the bus
- Taxi
- Walk
- Bike
- Other

2. With limited money, the transit agencies need to know which problems are the most serious for you. If BART and AC Transit could work on these problems, which one is the most important to begin with? (Have each person vote on just one. Solicit information from them on why these are problems—e.g., examples, anecdotes.). [1 = highest priority and 10 = lowest priority].

- Does not run early enough (6 a.m.)
- Does not run late enough in the evening (6-9 p.m.)
- Does not run late at night (9 p.m.-midnight)
- Does not run often enough on weekdays
- Does not run often enough on weekends
- Connections between routes and other systems are complicated or difficult
- Additional comments

3. How difficult is it for you to get to where you need to go in your community? Help us decide which are the most important to address. Give specific examples of places in each category that are difficult to access.

- Health care
- Supermarket
- Jobs
- Senior services
- Parks and recreation
- School or day care
- Additional comments

4. Are these problems for you or your clients? Discuss whether the problem is minor or severe.

- Cost of transportation
- Need to transfer from one transit operator to another
- Length of time to take a trip on public transit
- Distance from transit to destination (or from your home to transit)
- Lack of bus shelters
- Speed of traffic near pedestrian or bike routes
- Personal safety while walking, riding a bike, or waiting at a bus stop
- Unsafe pavement for walking or bicycling
- Need for special shuttles or vanpools
- Language
- Familiarity w/ process process/transfers/signs
- Additional comments

5. List specific AC Transit bus routes that don't meet your needs and explain why.

Appendix D Continued

6. Here is a list of some strategies that could address the transportation problems we have discussed today. Which of these are the most promising to pursue for the South Hayward [Cherryland/Ashland] community? Put a dot by the two that you would like us to examine further in this study.

- Bus stop seats and/or shelters
- Subsidized taxis for late night trips
- Low-cost auto loans
- Free or discounted youth passes for AC Transit
- Children's shuttles to and from school and day care
- Mileage reimbursement for volunteers who drive others
- Local transportation information center
- Guaranteed ride home program
- Subsidized carsharing program (e.g. low cost car rentals or "City CarShare"-type program)
- Child care center at BART
- Pedestrian improvements, such as sidewalks to access transit
- [Other solutions that may have been discussed earlier in focus group]

7. What other suggestions for strategies do you have that we should explore further?